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# EUROPE SOLAR PV MARKETS AND STRATEGIES: 2010-2025

## May 2010

## STUDY HIGHLIGHTS:

**Europe PV Market Analysis**

- Maturing Markets: Germany
- Scaling Markets: Spain, Italy, France, Belgium, Czech Republic, Greece
- Emerging Markets: Portugal, Turkey, Croatia, Austria, Bulgaria, Slovakia, Slovenia, United Kingdom, Ireland

**Europe PV Market Forecasts Through 2025**

- Europe PV Market Forecasts: 2010-2025
- German PV Forecasts
- Southern Europe PV Forecasts
- Northern Europe PV Forecasts
- Central and Eastern Europe PV Forecasts

**Europe Solar PV Market Segmentation**
(Solar Resources, Regulatory Mechanisms, Permitting, Grid Connection, Market Structure)

**Competitive Analysis of Europe PV Developer Landscape**

- Developer Strategies and Rankings
- Analysis of Europe PV development landscape analysis

**Competitive Analysis of Europe PV Supply Landscape**

- Technology Cost Analysis
- PV Supply Chain in Focus (Module Suppliers, Inverter Market, Tracker Market)

**European Solar PV Developer Rankings and Strategy Profiles**

- Profiles of Top Developers
- Profiles of System Integrators
- Profiles Technology Promoters
- Profiles of Asian Suppliers

**Europe PV Market Drivers and Inhibitors**

- National Action Plans
- 2020 Targets
- PV Cost Trends
- Europe Renewable Policy Outlook

*Complete study released in May 2010*
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The Europe solar photovoltaic (PV) market has undergone significant changes in the last 18 months—underpinned by regulatory revisions, economic crisis, and technology oversupply. As a result, the 2010-2012 period is shaping up to be one of significant transformation as PV companies navigate this volatile market toward 100 GW of total installed capacity by 2025.

While European PV growth in 2009 was driven by Germany's 3.8 GW of additions, going forward PV market growth is shifting to new capacity additions in southern and central Europe. The market's broadening outside of Germany is scaling up competition among a growing number of global utilities, IPPs, and developers seeking to capture PV opportunities in rooftop, ground-based, and building-integrated PV markets.

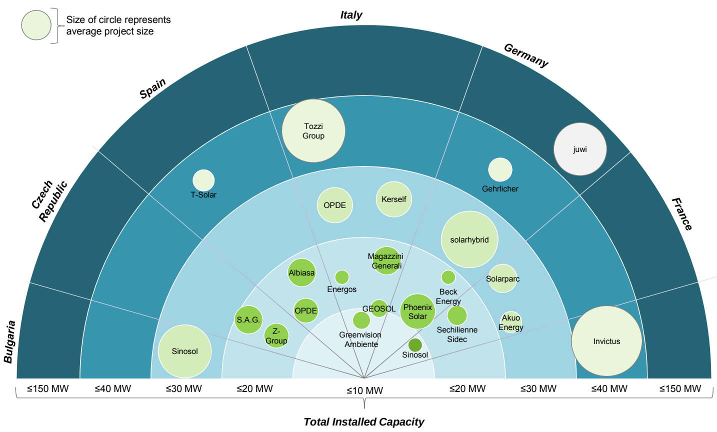
A new study from IHS Emerging Energy Research, ***Europe Solar PV Markets and Strategies: 2010-2025,*** analyzes the shifting Europe PV market landscape, assesses the factors pushing solar PV deployment in Europe, identifies solar PV development opportunities, and evaluates the strategies of developers, system integrators, and utilities.

-**Regulators reshape feed-in tariff incentives**: In domino-like fashion, European regulators are revising their feed-in tariff mechanisms to keep pace with PV technology's rapid cost declines (30% to 50%). However, the policy shifts in Germany, Spain, the Czech Republic, and Italy are sparking unintended boom and bust cycles as developers rush to capture higher tariff rates before planned feed-in tariff reductions. The most nimble companies will be the most successful in the near-term.

-**Scaling markets attract the attention of leading renewables players:** While previously the domain of small, residential system integrators, the PV industry in Europe has begun to draw the interest of large utilities, IPPs, and investors that have traditionally considered PV too small for their portfolios. To their competitive advantage, they are leveraging their broader continental presence and stronger balance sheets to land projects across Europe. Key to this transformative strategy are scaling rooftop opportunities in Spain, Italy, France, the Czech Republic, and Belgium.

**-Falling PV costs reshape competitive landscape:** Rapid PV system cost declines and global competition are forcing strategic shifts across the value chain as companies seek to solidify their positions in a highly-fragmented market. While entrenched technology suppliers are migrating downstream into development to secure channels to market, leading utilities and IPPs are increasingly sourcing modules on the spot market. Adding to the pressure is the growing influence of Chinese suppliers that continue to capture market share.

***Exhibit: Top 20 Europe PV System Integrators by Project Size (over 5 MW)***




*Source: IHS Emerging Energy Research*

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   - Conergy AG
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   - Enfinity NV
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   - ErgyCapital S.p.A.
   - ESPE Rinnovabili S.r.l.
   - Essentium Group
   - Fotowatio Renewable Ventures
   - Gehrlicher Solar AG
   - GEOSOL GmbH
   - Gestamp Asetym Solar S.A.
   - Green Yellow Holding
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   - Grupo Enerpal
   - IBC Solar AG
   - Invictus NV
   - juwi solar GmbH
   - Kerself S.p.A.
   - K.R. Energy S.p.A.
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   - Nobesol Levante S.L.
   - OPDE S.L.
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   - Ralos New Energies AG
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   - Renovalia Energy S.A.
   - S.A.G. Solarstrom AG
   - Scatec Solar AS
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   - Solairedirect
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   - Solarig S.L.
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   - Electrabel GDF SUEZ
   - Enel Green Power S.p.A.
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